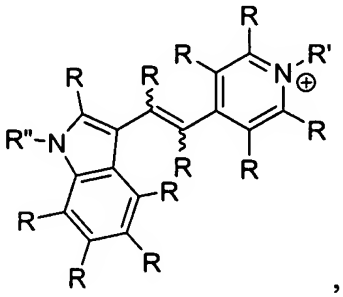
In the claims:

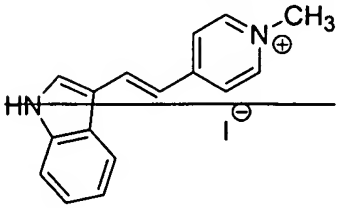
Claims 1-4 **(canceled)**

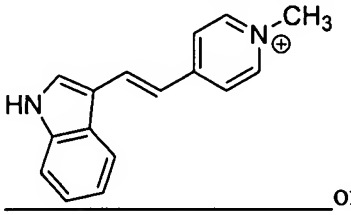
5. **(currently amended)** A method for inhibiting the proliferation and/or stimulating the differentiation of a cell or inducing cell death of the cell, comprising contacting the cell with an effective amount of one or more compounds having the general structure



, or salt or prodrug thereof, such that the proliferation of the ~~transformed~~ cell is inhibited, or its differentiation stimulated or cell death is induced; wherein R represents independently for each occurrence H, alkyl, heteroalkyl, aryl, heteroaryl, aralkyl, heteroaralkyl, or $-(CH_2)_m-R_{80}$; R' represents independently for each occurrence H, alkyl, heteroalkyl, aryl, heteroaryl, aralkyl, heteroaralkyl, or $-(CH_2)_m-R_{80}$; R" represents independently for each occurrence H, alkyl, heteroalkyl, aryl, heteroaryl, aralkyl, heteroaralkyl, or $-(CH_2)_m-R_{80}R_{80}$ represents independently for each occurrence aryl, cycloalkyl, cycloalkenyl, heterocyclyl, or polycyclyl; and m is an integer in the range 0 to 8 inclusive.

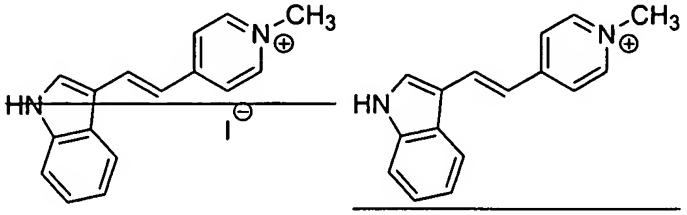
6. **(currently amended)** The method of claim 5, comprising contacting the cell with an effective amount of one or more compounds selected from the group consisting of





or derivative, analog, salt or prodrug thereof.

7. **(currently amended)** The method of claim 6, wherein the compound is



or prodrug thereof.

8. **(previously presented)** The method of claim 5, wherein the cell is subject to unwanted proliferation.

9. **(original)** The method of claim 5, wherein the cell comprises an activated form of a proto-oncogene.

10. **(original)** The method of claim 9, wherein the cell comprises a Neu or a Ras oncogene.

11. **(original)** The method of claim 5, wherein the compound is contacted with the cell at a concentration from about 100-500 nM.

12. **(original)** The method of claim 5, wherein the compound is contacted with the cell at a concentration from about 10-50 nM.

Claims 13-26 **(canceled)**

27. **(previously presented)** The method of claim 5, wherein R represents independently for each occurrence H.

28. **(withdrawn)** The method of claim 5, wherein R' represents independently for each occurrence H.

29. **(previously presented)** The method of claim 5, wherein R" represents independently for each occurrence alkyl.

30. **(withdrawn)** The method of claim 5, wherein R represents independently for each occurrence H; R' represents independently for each occurrence H; and R" represents independently for each occurrence alkyl.

31. **(new)** The method of claim 5, wherein the cell is a transformed cell.

32. **(new)** The method of claim 5, wherein the cell is subject to abnormal cell proliferation.

33. **(new)** The method of claim 32, wherein the abnormal cell proliferation is malignant.

34. **(new)** The method of claim 32, wherein the abnormal cell proliferation is benign.

35. **(new)** The method of claim 5, wherein the cell is a cancer cell.

36. **(new)** The method of claim 5, wherein the cell is infected with a virus.